

AMENDMENT TO THE SPECIFICATION

Please replace the paragraph beginning at page 5, line 25, with the following rewritten paragraph:

As shown in Figs. 1 and 2, from the inner side wall 20 a plurality of deformable, resilient partial rings 50 are formed and comprise a plurality of side retention members projecting from the inner side wall. The side retention members are vertical camber shaped projections. The partial rings 50 are formed from the upper retention member 45 cut-outs in the resilient sheet 75. In one embodiment of the product container 1, the partial rings 50 are arranged in a regular array. In another embodiment, the partial rings 50 are arranged in an irregular array. The partial rings 50 may be located along the entire side wall 20 or only a portion of the side wall 20. The upper partial rings 50 may or may not be opposing or they may be opposing for a portion of the side wall 20. The manner of arrangement of the partial rings 50 can be highly variable.